

# SUMMARY OF 2001 VISITORS TO HAWAII

## *OVERVIEW*

*Total Expenditures*

*Visitor Days*

*Per Person Per Day Spending*

*Per Person Per Trip Spending*

*Island Visitor Patterns*

*Monthly Visitation Pattern*



# OVERVIEW

Similar to many other tourist destinations worldwide, Hawaii's visitor industry experienced a downturn in 2001, largely due to the events of September 11<sup>th</sup>. Total arrivals dropped by 9.3 percent for the year as compared to the milestone achieved in 2000 of nearly 7.0 million visitors. However, those who came to the islands in 2001 stayed longer (+3.2%) at an average of 9.16 days. This increased length of stay partially offset lower visitor arrivals, resulting in total visitor days falling 6.4 percent.

Total visitor expenditures fell 7.3 percent to \$10.1 billion. Per person per day spending was \$169, up slightly from last year's amount of \$168 per day.

The visitor numbers showed rapid improvement in the months following September, with total visitor days improving from September's low of -25.6 percent, to October's -24.5 percent, to November's -17.5 percent to December's -11.4 percent. By the end of the year, arrivals from the U.S. West, the State's largest Major Market Area (MMA) was just slightly off (-0.9%) from the previous December's record high.

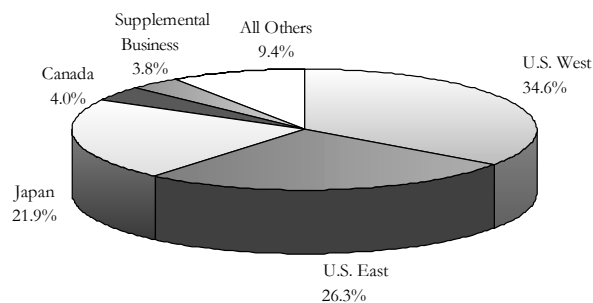
Another highlight for 2001 was Hawaii's cruise ship industry which continued to grow during the months following the attacks. The number of visitors who came by cruise ships and those who arrived by air to board cruise ships touring the islands in the last four months of 2001 jumped 66 percent to 49,883 passengers, compared to the same period in 2000.

All visitor statistics presented in this report, except for TABLES 58 through 68, are for visitors arriving by air only.

## **TOTAL EXPENDITURES**

Spending by visitors from the U.S. West increased 1.6 percent in 2001 and comprised the largest portion of total expenditures at 34.6 percent or \$3.5 billion. Expenditures from U.S. East visitors (-11.1%) ranked second at \$2.7 billion or 26.3 percent of the total. Japanese expenditures followed in 3<sup>rd</sup> place at \$2.2 billion or a 21.9 percent share. Combined, these three MMAs accounted for 82.9 percent of total expenditures for the year.

**FIGURE 1: Visitor Expenditures by Major Market Areas  
Calendar Year 2001**

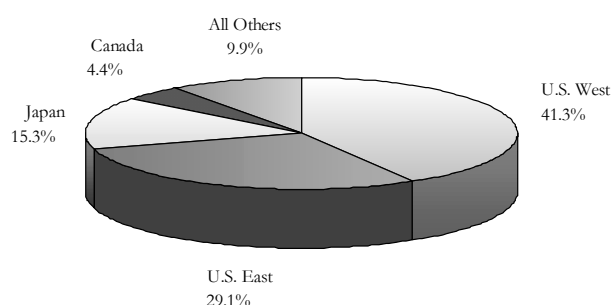


Source: DBEDT

## **VISITOR DAYS**

Total visitor days (visitor arrivals multiplied by the average length of stay) fell 6.4 percent from 2000 as a result of lower arrivals, which entirely offset a longer average length of stay. The U.S. West, Hawaii's primary market, was the least affected by recent events. U.S. West visitor days was off by only 2.2 percent for 2001 as double-digit losses in arrivals in September diminished by year-end with stable length of stay at 9.89 days. U.S. East visitors' average length of stay was virtually unchanged at 10.4 days, however, lower arrivals (-7.3) resulted in a 6.5 percent drop in visitor days. A 15.9 percent decline in the number of Japanese visitors to the islands entirely offset a longer length of stay (+8.4% to 6.02 days), resulting in an 8.9 percent decrease in visitor days. Canada, the 4<sup>th</sup> largest MMA, reported a 14.4 percent decrease in visitor days.

**FIGURE 2: Visitor Days by Major Market Areas  
Calendar Year 2001**



Source: DBEDT

## **PER PERSON PER DAY SPENDING**

Average total expenditure per person per day (PPPD) for 2001 increased slightly (0.2%) from the previous year to \$169, due to the increases in daily spending by visitors from U.S. West, Japan, Canada, and Europe.

Japanese visitors' per person spending continued to be the highest compared to all other visitor groups at \$241 per day. Visitors from Other Asia (\$175 per day) ranked second followed by Oceania (\$169), Latin America (\$163 per day), U.S. East (\$161 per day) and Europe (\$160 per day). Visitors from Canada and the U.S. West spent the least at \$152 and \$150 per day, respectively. Airfare costs to and from Hawaii are not included in these spending estimates.

## **PER PERSON PER TRIP SPENDING**

Longer length of stay resulted in a 2.2 percent growth in total per person per trip expenditures to \$1,606. European visitors spent the most on a per trip basis, averaging \$1,935 per person. Although daily spending from Canadian visitors was fairly low, their length of stay (12.16 days) was the longest among all visitors to the islands and translated into the second highest per trip spending at \$1,847. Ranked third in per trip spending were visitors from Latin America (\$1,691), followed by visitors from the U.S. East (\$1,677). Visitors from the Other Asia MMA spent the least at \$1,322 per trip.

## **ISLAND VISITOR PATTERNS**

**Island of Oahu:** Visitor days for Oahu were off by 6.4 percent in 2001 (TABLES 4 & 41), primarily due to lower arrivals in both the international segment (-13.1%) and to a lesser extent, the domestic market. Oahu accounted for nearly 73 percent of all international visitor days in the State and 43 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other island during their stay (7.72 and 5.71 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 79,702, down 6.1 percent from the previous year (TABLE 6).

**Islands of Maui, Molokai and Lanai:** Total visitor days for the island of Maui fell 7.7 percent (TABLES 4 & 43) due to decreases in both domestic and international visitor days. The island comprised 13.4 percent of all international visitor days spent in Hawaii and 28.2 percent of all domestic visitor days. Maui Island's average daily visitor census dropped 7.4 percent to 38,724.

Molokai visitor days fell 8.4 percent (TABLE 44), while the average daily census dropped 8.2 percent to 831 visitors. Visitor days for Lanai decreased 3.3 percent, while the average daily census was 1,097, also down 2.9 percent from the previous year.

**Island of Kauai:** Kauai visitor days were also off by 7.0 percent due to lower arrivals from both the domestic and international markets (TABLE 46). Kauai made up 12.9 percent of the State's total domestic visitor days, but only 3.6 percent of international visitor days. The average daily visitor census was 16,830, down 6.7 percent from the previous year.

**Island of Hawaii:** Visitor days for the island of Hawaii dropped 3.8 percent in 2001 due to decreases in both domestic and international arrivals (TABLE 47). The average daily visitor census was 21,064; this was 3.5 percent lower than in the previous year. Hawaii accounted for 9.1 percent of all international visitor days for the State and 14.7 percent of all domestic visitor days.

## **MONTHLY VISITATION PATTERN**

July was the busiest month in 2001 with an average of 193,255 visitors present per day. August and June ranked second and third, averaging 184,621 and 182,865 visitors, respectively on a daily basis. Generally, the early summer months (June and July) and the winter months (December, January and February) saw the most visitors to the islands.

**TABLE 1: Summary of Visitor Statistics: 2001 vs. 2000**

CATEGORY AND MMA	2001	2000	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>10,121.2</b>	<b>10,918.1</b>	<b>-7.3</b>
U.S. West	3,510.4	3,455.8	1.6
U.S. East	2,664.0	2,996.8	-11.1
Japan	2,219.2	2,370.4	-6.4
Canada	400.7	451.5	-11.2
Europe	243.9	263.8	-7.6
Oceania	115.2	132.3	-12.9
Other Asia	134.7	192.8	-30.1
Latin America	24.9	32.1	-22.4
Other	432.2	500.3	-13.6
Supplemental business	376.0	522.3	-28.0
<b>TOTAL VISITOR DAYS</b>	<b>57,760,242</b>	<b>61,721,150</b>	<b>-6.4</b>
U.S. West	23,462,699	23,978,995	-2.2
U.S. East	16,524,415	17,673,292	-6.5
Japan	9,201,668	10,097,846	-8.9
Canada	2,638,548	3,081,557	-14.4
Europe	1,521,623	1,996,697	-23.8
Oceania	681,446	773,573	-11.9
Other Asia	771,288	988,880	-22.0
Latin America	153,372	178,884	-14.3
Other	2,805,183	2,951,426	-5.0
<b>VISITOR ARRIVALS</b>	<b>6,303,791</b>	<b>6,948,595</b>	<b>-9.3</b>
U.S. West	2,372,070	2,432,444	-2.5
U.S. East	1,588,164	1,712,712	-7.3
Japan	1,528,564	1,817,643	-15.9
Canada	216,948	251,843	-13.9
Europe	126,020	166,973	-24.5
Oceania	81,158	95,974	-15.4
Other Asia	101,870	152,543	-33.2
Latin America	14,737	18,150	-18.8
Other	274,259	300,313	-8.7
<b>AVERAGE LENGTH OF STAY</b>	<b>9.16</b>	<b>8.88</b>	<b>3.2</b>
U.S. West	9.89	9.86	0.3
U.S. East	10.40	10.32	0.8
Japan	6.02	5.56	8.4
Canada	12.16	12.24	-0.6
Europe	12.07	11.96	1.0
Oceania	8.40	8.06	4.2
Other Asia	7.57	6.48	16.8
Latin America	10.41	9.86	5.6
Other	10.23	9.83	4.1
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>168.7</b>	<b>168.4</b>	<b>0.2</b>
U.S. West	149.6	144.1	3.8
U.S. East	161.2	169.6	-4.9
Japan	241.2	234.7	2.7
Canada	151.9	146.5	3.7
Europe	160.3	132.1	21.3
Oceania	169.1	171.0	-1.1
Other Asia	174.6	194.9	-10.4
Latin America	162.5	179.6	-9.5
Other	154.1	169.5	-9.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,605.6</b>	<b>1,571.3</b>	<b>2.2</b>
U.S. West	1,479.9	1,420.7	4.2
U.S. East	1,677.4	1,749.8	-4.1
Japan	1,451.8	1,304.1	11.3
Canada	1,847.1	1,792.6	3.0
Europe	1,935.2	1,580.1	22.5
Oceania	1,419.9	1,378.3	3.0
Other Asia	1,322.2	1,263.8	4.6
Latin America	1,691.2	1,770.0	-4.4
Other	1,575.9	1,666.0	-5.4

Source: DBEDT

**TABLE 2: Summary of Visitor Characteristics: 2001 vs. 2000**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	57,760,242	61,721,150	-6.4%	43,108,798	45,179,587	-4.6%	14,651,444	16,541,563	-11.4%
Total Visitors	6,303,791	6,948,595	-9.3%	4,224,321	4,446,936	-5.0%	2,079,470	2,501,659	-16.9%
<b>PARTY SIZE</b>									
One	1,213,846	1,268,219	-4.3%	899,746	948,280	-5.1%	314,100	319,939	-1.8%
Two	2,582,700	2,937,986	-12.1%	1,900,982	2,057,514	-7.6%	681,718	880,472	-22.6%
Three or more	2,507,244	2,742,390	-8.6%	1,423,593	1,441,142	-1.2%	1,083,652	1,301,248	-16.7%
Avg Party Size	2.04	2.06	-0.9%	1.91	1.90	0.6%	2.37	2.43	-2.7%
<b>VISIT STATUS</b>									
First-Time	2,451,968	2,850,357	-14.0%	1,452,726	1,565,974	-7.2%	999,242	1,284,383	-22.2%
Repeat	3,851,823	4,098,238	-6.0%	2,771,595	2,880,962	-3.8%	1,080,228	1,217,276	-11.3%
Average # of Trips	4.32	4.11	5.1%	4.89	4.77	2.7%	3.16	2.95	7.0%
<b>TRAVEL METHOD</b>									
Group Tour	1,080,176	1,782,779	-39.4%	333,694	394,519	-15.4%	746,482	1,388,260	-46.2%
Package	2,882,756	3,408,897	-15.4%	1,372,737	1,535,324	-10.6%	1,510,019	1,873,573	-19.4%
Group Tour & Pkg	973,656	1,653,182	-41.1%	266,824	312,525	-14.6%	706,832	1,340,657	-47.3%
True Independent	3,314,515	3,410,101	-2.8%	2,784,714	2,829,618	-1.6%	529,801	580,483	-8.7%
<b>ISLANDS VISITED</b>									
Oahu	4,257,535	4,719,244	-9.8%	2,379,285	2,485,058	-4.3%	1,878,250	2,234,186	-15.9%
Maui County	2,104,478	2,304,666	-8.7%	1,685,960	1,834,631	-8.1%	418,518	470,035	-11.0%
...Maui	2,048,768	2,246,253	-8.8%	1,640,961	1,783,820	-8.0%	407,806	462,433	-11.8%
...Molokai	70,233	64,559	8.8%	52,312	55,572	-5.9%	17,921	8,987	99.4%
...Lanai	84,905	87,662	-3.1%	72,783	76,391	-4.7%	12,122	11,271	7.6%
Kauai	1,008,698	1,074,821	-6.2%	839,368	884,407	-5.1%	169,329	190,414	-11.1%
Big Island	1,181,551	1,267,965	-6.8%	868,615	925,356	-6.1%	312,936	342,609	-8.7%
...Hilo	387,345	370,193	4.6%	286,159	272,964	4.8%	101,186	97,229	4.1%
...Kona	1,027,781	1,101,401	-6.7%	756,001	809,863	-6.7%	271,780	291,538	-6.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.83	6.58	3.8%	7.72	7.54	2.4%	5.71	5.52	3.4%
Maui (days)	6.90	6.81	1.2%	7.41	7.35	0.9%	4.83	4.75	1.6%
Molokai (days)	4.32	5.13	-15.8%	5.03	5.51	-8.8%	2.23	2.74	-18.5%
Lanai (days)	4.71	4.72	-0.1%	5.02	4.90	2.6%	2.85	3.53	-19.4%
Kauai (days)	6.09	6.14	-0.9%	6.67	6.73	-0.8%	3.20	3.44	-7.0%
Big Island (days)	6.51	6.30	3.2%	7.31	7.25	0.8%	4.28	3.75	14.1%
...Hilo (days)	4.00	4.05	-1.2%	4.44	4.62	-3.8%	2.76	2.46	12.3%
...Kona (days)	5.97	5.89	1.3%	6.72	6.73	-0.1%	3.90	3.58	8.9%
Statewide (days)	9.16	8.88	3.2%	10.20	10.16	0.4%	7.05	6.61	6.6%
<b>ACCOMMODATIONS</b>									
Hotel	4,233,728	4,831,039	-12.4%	2,483,754	2,699,350	-8.0%	1,749,973	2,131,689	-17.9%
...Hotel Only	3,888,880	4,476,867	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
Condo	1,042,016	1,169,698	-10.9%	821,249	929,041	-11.6%	220,767	240,657	-8.3%
...Condo Only	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
Timeshare	351,948	293,316	20.0%	322,776	260,765	23.8%	29,172	32,551	-10.4%
...Timeshare Only	276,143	227,760	21.2%	255,833	203,319	25.8%	20,310	24,441	-16.9%
Apartment	73,168	83,661	-12.5%	59,168	61,642	-4.0%	14,000	22,019	-36.4%
Bed & Breakfast	70,899	79,761	-11.1%	60,037	65,582	-8.5%	10,862	14,179	-23.4%
Cruise Ship	135,744	91,001	49.2%	121,472	76,651	58.5%	14,272	14,350	-0.5%
Friends or Relatives	557,739	551,998	1.0%	485,168	486,112	-0.2%	72,571	65,886	10.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,023,619	5,554,420	-9.6%	3,273,947	3,374,309	-3.0%	1,749,672	2,180,111	-19.7%
...Honeymoon	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
MC&I (Net)	423,642	574,916	-26.3%	331,360	454,063	-27.0%	92,283	120,853	-23.6%
.....Convention/Conf.	252,284	362,760	-30.5%	204,697	298,435	-31.4%	47,587	64,325	-26.0%
.....Corp. Meetings	95,082	116,074	-18.1%	76,547	95,793	-20.1%	18,535	20,281	-8.6%
.....Incentive	81,815	102,954	-20.5%	53,716	64,876	-17.2%	28,100	38,078	-26.2%
Other Business	210,366	226,215	-7.0%	177,130	189,193	-6.4%	33,236	37,022	-10.2%
Visit Friends/Relatives	435,150	446,365	-2.5%	361,100	368,869	-2.1%	74,050	77,496	-4.4%
Government/Military	81,161	83,764	-3.1%	59,955	61,330	-2.2%	21,206	22,434	-5.5%
Attend School	23,925	18,708	27.9%	14,362	12,802	12.2%	9,562	5,906	61.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	10,121.2	10,918.1	-7.3%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	175.2	176.9	-0.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,605.6	1,571.3	2.2%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

**TABLE 3: Visitor Characteristics 2001 vs. 2000**  
[% of Total]

2001 & 2000 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2001	2000	2001	2000	2001	2000
Total Visitors	6,303,791	6,948,595	4,224,321	4,446,936	2,079,470	2,501,659
<b>PARTY SIZE</b>						
One	19.3%	18.3%	21.3%	21.3%	15.1%	12.8%
Two	41.0%	42.3%	45.0%	46.3%	32.8%	35.2%
Three or more	39.8%	39.5%	33.7%	32.4%	52.1%	52.0%
Avg Party Size	2.04	2.06	1.91	1.90	2.37	2.43
<b>VISIT STATUS</b>						
First-Time	38.9%	41.0%	34.4%	35.2%	48.1%	51.3%
Repeat	61.1%	59.0%	65.6%	64.8%	51.9%	48.7%
Average # of Trips	4.32	4.11	4.89	4.77	3.16	2.95
<b>TRAVEL METHOD</b>						
Group Tour	17.1%	25.7%	7.9%	8.9%	35.9%	55.5%
Package	45.7%	49.1%	32.5%	34.5%	72.6%	74.9%
Group Tour & Pkg	15.4%	23.8%	6.3%	7.0%	34.0%	53.6%
True Independent	52.6%	49.1%	65.9%	63.6%	25.5%	23.2%
<b>ISLANDS VISITED</b>						
Oahu	67.5%	67.9%	56.3%	55.9%	90.3%	89.3%
Maui County	33.4%	33.2%	39.9%	41.3%	20.1%	18.8%
...Maui	32.5%	32.3%	38.8%	40.1%	19.6%	18.5%
...Molokai	1.1%	0.9%	1.2%	1.2%	0.9%	0.4%
...Lanai	1.3%	1.3%	1.7%	1.7%	0.6%	0.5%
Kauai	16.0%	15.5%	19.9%	19.9%	8.1%	7.6%
Big Island	18.7%	18.2%	20.6%	20.8%	15.0%	13.7%
...Hilo	6.1%	5.3%	6.8%	6.1%	4.9%	3.9%
...Kona	16.3%	15.9%	17.9%	18.2%	13.1%	11.7%
<b>ACCOMMODATIONS</b>						
Hotel	67.2%	69.5%	58.8%	60.7%	84.2%	85.2%
...Hotel Only	61.7%	64.4%	52.4%	54.5%	80.6%	82.1%
Condo	16.5%	16.8%	19.4%	20.9%	10.6%	9.6%
...Condo Only	13.8%	13.9%	16.3%	17.5%	8.8%	7.7%
Timeshare	5.6%	NA	7.6%	NA	1.4%	NA
...Timeshare Only	4.4%	NA	6.1%	NA	1.0%	NA
Apartment	1.2%	1.2%	1.4%	1.4%	0.7%	0.9%
Bed & Breakfast	1.1%	1.1%	1.4%	1.5%	0.5%	0.6%
Cruise Ship	2.2%	1.3%	2.9%	1.7%	0.7%	0.6%
Friends or Relatives	8.8%	7.9%	11.5%	10.9%	3.5%	2.6%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	79.7%	79.9%	77.5%	75.9%	84.1%	87.1%
...Honeymoon	7.9%	9.3%	6.0%	6.3%	11.9%	14.7%
MC&I (Net)	6.7%	8.3%	7.8%	10.2%	4.4%	4.8%
.....Convention/Conf.	4.0%	5.2%	4.8%	6.7%	2.3%	2.6%
.....Corp. Meetings	1.5%	1.7%	1.8%	2.2%	0.9%	0.8%
.....Incentive	1.3%	1.5%	1.3%	1.5%	1.4%	1.5%
Other Business	3.3%	3.3%	4.2%	4.3%	1.6%	1.5%
Visit Friends/Relatives	6.9%	6.4%	8.5%	8.3%	3.6%	3.1%
Government/Military	1.3%	1.2%	1.4%	1.4%	1.0%	0.9%
Attend School	0.4%	0.3%	0.3%	0.3%	0.5%	0.2%

NA: Not available  
Source: DBEDT

**TABLE 4: Visitor Days by Island: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
TOTAL STATE	57,760,242	61,721,150	-6.4%	43,108,798	45,179,587	-4.6%	14,651,444	16,541,563	-11.4%
OAHU	29,091,282	31,077,256	-6.4%	18,364,796	18,734,118	-2.0%	10,726,487	12,343,138	-13.1%
MAUI COUNTY	14,837,601	16,050,621	-7.6%	12,794,191	13,789,530	-7.2%	2,043,410	2,261,091	-9.6%
MAUI	14,134,190	15,305,826	-7.7%	12,165,307	13,109,115	-7.2%	1,968,884	2,196,711	-10.4%
MOLOKAI	303,261	331,089	-8.4%	263,230	306,466	-14.1%	40,031	24,623	62.6%
LANAI	400,150	413,706	-3.3%	365,654	373,949	-2.2%	34,496	39,757	-13.2%
KAUAI	6,142,903	6,603,048	-7.0%	5,600,916	5,948,925	-5.8%	541,987	654,123	-17.1%
BIG ISLAND	7,688,457	7,990,225	-3.8%	6,348,896	6,707,014	-5.3%	1,339,561	1,283,211	4.4%
HILO	1,550,833	1,499,065	3.5%	1,271,175	1,260,327	0.9%	279,658	238,738	17.1%
KONA	6,137,624	6,491,159	-5.4%	5,077,721	5,446,687	-6.8%	1,059,903	1,044,472	1.5%

**TABLE 5: Visitor Days by Month: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JANUARY	5,628,265	5,319,915	5.8%	4,123,699	3,843,819	7.3%	1,504,566	1,476,096	1.9%
FEBRUARY	4,941,711	5,204,348	-5.0%	3,515,073	3,660,137	-4.0%	1,426,638	1,544,211	-7.6%
MARCH	5,355,904	5,473,230	-2.1%	3,755,791	3,838,142	-2.1%	1,600,113	1,635,088	-2.1%
APRIL	4,645,722	4,789,043	-3.0%	3,429,732	3,513,515	-2.4%	1,215,990	1,275,528	-4.7%
MAY	4,391,613	4,622,620	-5.0%	3,345,256	3,461,115	-3.3%	1,046,358	1,161,505	-9.9%
JUNE	5,485,939	5,586,567	-1.8%	4,216,048	4,416,133	-4.5%	1,269,891	1,170,434	8.5%
JULY	5,990,893	5,936,270	0.9%	4,493,134	4,540,674	-1.0%	1,497,758	1,395,596	7.3%
AUGUST	5,723,244	5,466,582	4.7%	4,100,236	3,970,553	3.3%	1,623,008	1,496,029	8.5%
SEPTEMBER	3,251,896	4,369,177	-25.6%	2,436,279	3,087,697	-21.1%	815,617	1,281,480	-36.4%
OCTOBER	3,570,250	4,730,770	-24.5%	2,868,534	3,530,228	-18.7%	701,716	1,200,542	-41.6%
NOVEMBER	3,805,947	4,614,238	-17.5%	3,002,204	3,358,125	-10.6%	803,743	1,256,113	-36.0%
DECEMBER	4,968,859	5,608,390	-11.4%	3,822,812	3,959,450	-3.5%	1,146,047	1,648,940	-30.5%
<b>TOTAL</b>	<b>57,760,242</b>	<b>61,721,150</b>	<b>-6.4%</b>	<b>43,108,798</b>	<b>45,179,588</b>	<b>-4.6%</b>	<b>14,651,444</b>	<b>16,541,562</b>	<b>-11.4%</b>



**TABLE 6: Average Daily Census by Island: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
TOTAL STATE	158,247	168,637	-6.2%	118,106	123,441	-4.3%	40,141	45,196	-11.2%
OAHU	79,702	84,911	-6.1%	50,315	51,186	-1.7%	29,388	33,724	-12.9%
MAUI COUNTY	40,651	43,854	-7.3%	35,053	37,676	-7.0%	5,598	6,178	-9.4%
MAUI	38,724	41,819	-7.4%	33,330	35,817	-6.9%	5,394	6,002	-10.1%
MOLOKAI	831	905	-8.2%	721	837	-13.9%	110	67	63.0%
LANAI	1,097	1,130	-2.9%	1,002	1,022	-2.0%	95	109	-13.0%
KAUAI	16,830	18,041	-6.7%	15,345	16,254	-5.6%	1,485	1,787	-16.9%
BIG ISLAND	21,064	21,831	-3.5%	17,394	18,325	-5.1%	3,670	3,506	4.7%
HILO	4,249	4,096	3.7%	3,483	3,444	1.1%	766	652	17.5%
KONA	16,815	17,735	-5.2%	13,912	14,882	-6.5%	2,904	2,854	1.8%

**TABLE 7: Average Daily Census by Month: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JANUARY	181,557	171,610	5.8%	133,023	123,994	7.3%	48,534	47,616	1.9%
FEBRUARY	176,490	179,460	-1.7%	125,538	126,212	-0.5%	50,951	53,249	-4.3%
MARCH	172,771	176,556	-2.1%	121,155	123,811	-2.1%	51,617	52,745	-2.1%
APRIL	154,857	159,635	-3.0%	114,324	117,117	-2.4%	40,533	42,518	-4.7%
MAY	141,665	149,117	-5.0%	107,911	111,649	-3.3%	33,753	37,468	-9.9%
JUNE	182,865	186,219	-1.8%	140,535	147,204	-4.5%	42,330	39,014	8.5%
JULY	193,255	191,493	0.9%	144,940	146,473	-1.0%	48,315	45,019	7.3%
AUGUST	184,621	176,341	4.7%	132,266	128,082	3.3%	52,355	48,259	8.5%
SEPTEMBER	108,397	145,639	-25.6%	81,209	102,923	-21.1%	27,187	42,716	-36.4%
OCTOBER	115,169	152,605	-24.5%	92,533	113,878	-18.7%	22,636	38,727	-41.6%
NOVEMBER	126,865	153,808	-17.5%	100,073	111,937	-10.6%	26,791	41,870	-36.0%
DECEMBER	160,286	180,916	-11.4%	123,317	127,724	-3.5%	36,969	53,192	-30.5%
<b>TOTAL</b>	<b>158,247</b>	<b>168,637</b>	<b>-6.2%</b>	<b>118,106</b>	<b>123,441</b>	<b>-4.3%</b>	<b>40,141</b>	<b>45,196</b>	<b>-11.2%</b>

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2001**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%

Source: DBEDT